

Rep Order# 6830033 Ver# 2 Status Returned Traffic Order# 103694  
EC'd Yes

Printed: 06/28/2012 10:14 AM  
Last Received: 06/27/2012 6:57 AM

1 of 6

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) BERKLEY FOR SENATE  
Product BERKLEY FOR SENATE  
Estimate# 30S  
Buyer MICHAEL DETTORRE  
Phone#  
Fax#

Agency ( ) SHORR,JOHNSON,MAGNUS  
1831 CHESTNUT ST. #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates //30S  
Hiatus Weeks 10/30/2012 - 11/05/2012

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —  
BERKLEY FOR SENATE -30S WEEK 1 SCC=\*

— REMARKS —  
PLEASE SEE NA LINE 48.T HANKS!

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# o_f Weeks	Total Spots	Total Cost	Daypart
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1	TU-F		430A-459A		:30	\$50.00	10/30-11/02	4	1	4	\$200.00	
2	M		430A-459A		:30	\$50.00	11/05-11/05	1	1	1	\$50.00	
3	M		5A-6A		:30	\$200.00	11/05-11/05	2	1	2	\$400.00	
4	TU-F		5A-6A		:30	\$200.00	10/30-11/02	8	1	8	\$1,600.00	
5	TU-F		6A-7A		:30	\$300.00	10/30-11/02	8	1	8	\$2,400.00	
6	M		6A-7A		:30	\$300.00	11/05-11/05	2	1	2	\$600.00	
7	M		7A-9A		:30	\$400.00	11/05-11/05	4	1	4	\$1,600.00	
8	TU-F		7A-9A		:30	\$400.00	10/30-11/02	16	1	16	\$6,400.00	

Showing Buylines: All Lines

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Product 30S

Estimate# MICHAEL DETTORRE

Buyer Phone#

Fax#

LT In Day Time Program

Len Rate Dates

Spots/Week # of Weeks Total Spots

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

Flight Dates //30S

Hiatus Weeks 10/30/2012 - 11/05/2012

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//30S

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Salesperson FAX#

215-568-6540

215-568-1845

Flight Dates

Hiatus Weeks

10/30/2012 - 11/05/2012

Buyline Comment: ALL LINES



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Flight Dates 10/30/2012 - 11/05/2012  
Hiatus Weeks

Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Rep Firm	Sales Office ( ) PHILADELPHIA
Salesperson ( ) AMY MCCREARY	
Spots/Week	# of Weeks
Total Spots	Total Cost
	Daypart

							Traffic Order# 103694
LT	In	Day	Time	Program	Len	Rate	Dates
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31	SA		730P-8P		:30	\$150.00	11/03-11/03
				Buyline Comment: VEGAS INC			
32	TU-F		630P-730P		:30	\$400.00	10/30-11/02
				Buyline Comment: JEP/WHEEL			
33	M		630P-730P		:30	\$400.00	11/05-11/05
				Buyline Comment: JEP/WHEEL			
34	SA		630P-730P		:30	\$250.00	11/03-11/03
				Buyline Comment: JEP/WHEEL			
35	SU		830P-930P		:30	\$600.00	11/04-11/04
				Buyline Comment: NEWS IN PRIME AFTER NFL			
36	F		9P-10P		:30	\$1,000.00	11/02-11/02
				Buyline Comment: GRIMM			
37	F		8P-9P		:30	\$750.00	11/02-11/02
				Buyline Comment: GRIMM			
38	W		9P-10P		:30	\$750.00	11/02-11/02
				Buyline Comment: SVU			
39	W		10P-11P		:30	\$1,700.00	10/31-10/31
				Buyline Comment: CHICAGO FIRE			
40	TH		10P-11P		:30	\$1,400.00	11/01-11/01
				Buyline Comment: ROCK CENTER			
41	TU-F		1235A-135A		:30	\$75.00	10/30-11/02
				Buyline Comment: FALLON			

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Salesperson FAX#

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Buyline Comment: FALLON

:30 \$185.00 11/05-11/05 2 1 2 \$370.00

Buyline Comment: TON SHOW

:30 \$185.00 10/30-11/02 8 1 8 \$1,480.00

Buyline Comment: TON SHOW

:30 \$425.00 10/30-11/02 4 1 4 \$1,700.00

Buyline Comment: NEWS

:30 \$425.00 11/05-11/05 1 1 1 \$425.00

Buyline Comment: NEWS

:30 \$400.00 11/03-11/04 2 1 2 \$800.00

Buyline Comment: NEWS

:30 \$400.00 11/04-11/04 1 1 1 \$400.00

Buyline Comment: VEGAS INC

Station Remark: V2 NA DT NFL

:30 \$225.00 11/03-11/03 2 1 2 \$450.00

Buyline Comment: SAT TODAY

:30 \$150.00 11/03-11/03 2 1 2 \$300.00

Buyline Comment: NEWS

:30 \$350.00 11/04-11/04 1 1 1 \$350.00

Buyline Comment: SUN TODAY

